



## Executive Board Meeting Minutes Monday, September 11, 2023

### Present

Melissa (Moose) Alperin, EdD, MPH  
Kaye Bender, PHD, RN, FAAN  
Georges C. Benjamin, MD  
Bryan O. Buckley, DrPH, MPH  
Charlene Cariou, MHS, CPH, CHES-*Chair*  
Chris Chanyasulkit, PhD, MPH  
Shonetell Dixon, MPH, CHES  
Sarah Gareau, DrPH, MEd  
Ella Green-Moton  
M. Aaron Guest, PhD, MPH, MSW  
Benjamin H. Hernandez, MBA  
Sandy-Asari Hogan, DrPH, MPH  
Amy Lee, MD, PH, MBA, CPH  
Brittany Marshall, DrPH, CPH, CHES  
Nandi A. Marshall, DrPH, MPH, CHE, *Vice Chair*  
Shirley A. Orr, MHS, APRN, NEA-BC  
Gopal Sankaran, MD, DrPH, MNAMS, CHES  
Kusuma K. Schofield, MEd, MPH  
Veena Thamilselvan, *Chair Elect, APHA Student Assembly*

### Unable to Attend

E. Oscar Alleyne, DrPH, MPH  
Apryl Brown, MD, MPH  
Claude A. Jacob, MPH  
Lauren Ray, MPH  
David Reyes, DNP, RN, MN/MPH

## **Call to Order and Welcome – Charlene Cariou, MHS, CPH, CHES**

The chair called the meeting to order and made brief opening remarks. A quorum was established, and the Chair called for a motion to approve the meeting agenda. The motion was moved and seconded and hearing no discussion, the chair called for the vote.

<b>Motion:</b>	<b>To Approve the September 11, 2023, Executive Board Meeting Agenda.</b>
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<b>Outcome:</b>	<b>Approved by acclamation</b>
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At the conclusion of the vote, the chair called for a motion to approve the consent agenda. Items included the June 2023 Executive Board Meeting minutes, the list of New Agency Members, and APHA Leadership Appointments. The motion was moved and seconded and hearing no discussion, the chair for the vote.

<b>Motion:</b>	<b>To Approved the Consent Agenda, June 2023 Executive Board Meeting Minutes, new Agency Members, and APHA Leadership Appointment.</b>
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<b>Outcome:</b>	<b>Approved by acclamation</b>
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## **Report of the Executive Director – Georges C. Benjamin, MD**

Dr. Benjamin began his presentation by discussing the event of the year APHA Annual Meeting and Expo in Atlanta on Nov 12-15. He noted the theme of the meeting is “Creating The Healthiest Nation Overcoming Social & Ethical Challenges.” He noted attendees can participate two ways, either in person or virtually.

Dr. Benjamin then introduced Zenus: Facial Analysis Technology, which will be utilized at the 2023 Annual Meeting. Zenus: Facial Analysis Technology is a smart camera that passively analyzes hundreds of faces and produces metric such as impressions, demographic (age/sex), positive sentiment (happiness) over time. The technology also gathers aggregate audience information in the general sessions and Expo Hall as data points to help in making future Annual Meeting decisions. Zenus performs facial analysis; it is not a facial recognition software. The system can only detect faces. It can’t uniquely identify an individual. Zenus adheres to ethical AI standards ensuring the data is captured responsibly and respects the privacy of all events attendees. No video of this is being recorded or stored. No personally identifiable information is being collected. All information gathered is anonymous.

Dr. Benjamin then introduced several special events that are being held in conjunction with the Annual Meeting:

- Olmstead Park Tour – Saturday, Nov. 11, 1-5pm
- APHA Night at Georgia World Aquarium – Monday, Nov12, 6:30-9pm
- Public Health Trivia Night – Tuesday, Nov 14, 7-8:30pm.
- Women’s Leadership Institute Saturday, Nov 11
- Industry Expert Panel: Views from the Mountaintop Fireside Chat – Monday, November 13, 8:30 – 10am, speakers include, Admiral Rachel Levine, MD Assistant Secretary for Health Human Service; Helene Gayle, MD, President, Spelman College; Shavon Arline-Bradley, MPH, MDIV,

President and Chief Executive Officer National Council for Negro Women; and Regina Davis-Moss, PHD, MPH, MCHES, President and CEO, In Our Own Voice

Dr. Benjamin, then discussed the FDA's approval of the updated COVID 19 vaccine (booster) and APHA's Annual Meeting vaccine policy. He then asked Dr. Chanyasulkit to share the name of the individual she's giving the APHA President's Citation to this year. Dr. Chanyasulkit said the awardee this year is Dolly Parton. Ms. Parton is being recognized for everything she does for literacy, the social determinants of health and reading and for imagination library. She is also being recognized for her inclusivity for people of all gender identification. Regrettably, Ms. Parton is unable to attend the meeting, but she is sending a video message that will be shown during the Awards Luncheon. Dr. Benjamin said he is giving the Executive Director's Citation to Robert K. Ross, MD President & CEO, California Endowment. Dr. Ross has been a longtime APHA member and supporter of the Association.

Dr. Benjamin then shared the news that APHA's Communications team recently received several awards. They received the silver award for the What is Public Health webinar series; the silver award for the on-site blog coverage of the 2022 APHA Annual Meeting; a silver award for Public Health Newswire; and the bronze award for editorial excellence for newspapers.

Ms. Cariou thanked Dr. Benjamin for his report and introduced the next item on the meeting agenda.

#### **Report of the Strategic Planning Committee- Georges Benjamin, MD**

Dr. Benjamin provided the executive board with an update on the development of the APHA strategic plan. He noted that he asked that a committee be formed to discuss the plan's metrics ensuring they are easy to track and measure. He said that the plan will not be ready for executive board approval in October, so the board should be prepared to vote to approve the plan at the November meeting.

Dr. Benjamin then took questions from the board related to the development of the strategic plan. Hearing no further questions, Ms. Cariou introduced the next item on the meeting agenda.

#### **Report of the Treasurer – Benjamin Hernandez, MBA**

Mr. Hernandez began his presentation by discussing the FY2024 financials. He noted that for the first month of the fiscal year, the Association exceeded its' revenue expectations from operations in the amount of \$2,217,136 and including investment appreciation, \$2,375,907. He cautioned that it's too early in the fiscal year to evaluate our financial performance based on the first month of the fiscal year.

Mr. Hernandez then discussed FY2023; he noted that the association ended the fiscal year with a profit from operations in the amount of \$859,887, and when including investment appreciation/depreciation APHA's pre-audited profit is \$1,438,355. He said this is over budget by \$4,202,316 and over prior year by 2,188,656. Mr. Hernandez said this is great news for the association considering the executive board approved a deficit budget.

At the conclusion of his report, Mr. Hernandez took questions from the board. Hearing no further questions, Ms. Cariou thanked Mr. Hernandez for his report and introduced the next item on the meeting agenda.

## **Report of the Speaker- Aaron Guest, PhD, MPH, MSW**

Speaker Guest, begin his presentation by highlighting key Governing Council dates leading up to the annual meeting. He then discussed the newly instituted process for selecting Annual Meeting Themes. He said the Executive Board will vote on the 2025 Annual meeting theme at the November meeting. He then introduced the proposed meeting themes:

- Aging: Wellness Across the Lifespan
- The Power of Public Health
- Making the Public's Health a Top National Priority

Dr. Guest then provided the executive board with the results of the Governing Council Midyear meeting evaluation. The evaluation touched on several subjects including, but not limited to technology challenges accessing the meeting; the parts of the meeting that were most and least informative; and topics needing further discussion at a future meeting.

Dr. Guest said the key takeaways of the meeting follow:

- The Mid-Year Meeting Evaluation received fewer responses than in years past.
- The overall comments related to the meeting are positive—but continue to indicate a lack of coordination/feedback from Member Unit Leadership to Governing Councilors and confusion regarding the Governing Councilor role.

Dr. Guest concluded his report by noting the Speaker Ad Hoc Task Force Report Recommendations continue to be implemented. He noted that there continues to be confusion regarding the specific role of the Council, and he will continue to address this. Lastly, he noted that he is alarmed at the lack of representation from APHA Past Presidents and Caucus Representatives—particularly as the Association continues Strategic Planning.

Ms. Cariou thanked Aaron Guest, for his report of the Speaker and introduced the next item on the meeting agenda.

## **Report from Governance Committee – Brittany Marshall, DrPH, MPH, CHES**

Dr. Marshall began her presentation by acknowledging the efforts of the members of the Governance Committee. She noted how hard they've worked this year to achieve the goals in their workplan.

Dr. Marshall reminded the board that the Governance Committee has the responsibility of updating the Executive Board Handbook, and this year the Committee identified 7 items for updating. The 7 updates include:

- Representing the Executive Board (who will lead the EB meeting if the chair is unable to attend a meeting)
- Responding to APHA Emails (new section to be added)
- Executive Board Liaison Activities (section to be removed)
- Executive Board Mentoring Program (section to be removed)
- Executive Board Attendance Policy (section to be added)
- Election of Board Officers (section to be added)
- Non-Executive Board Member Participation of Committees of the Executive Board (updated language)

Dr. Marshall noted that the proposed updates to the handbook will be presented to the board for a vote at the November meeting. The board then discussed the proposed updates to the handbook. Hearing no further discussion, Ms. Cariou thanked Dr. Marshall for her report and introduced the next item on the agenda.

### **Update on Section Status – Fran Atkinson, Deputy Director, APHA Membership Services**

Ms. Atkinson began her presentation by discussing the last significant changes to the membership structure. She said that TFAIR (Task Force on Association Improvement and Reorganization) performed their work in 2004 – 2005 and that the following changes came out of their work:

- Restructured the Student Assembly (formally a Caucus)
- Established the MOU requirement for Caucuses
- Created Forums
- Changed definition and requirements for Sections and SPIGs
- Added Multi-unit membership (individual members can select 2 sections)

Ms. Atkinson then defined each type of member unit (Section, Forum, and SPIGs), and what benefits they receive from APHA. She then discussed the evolution of Section criteria created by the ISC, and the genesis of Section work plans, also created by the ISC. She then discussed the current state of Section work plans, what they address, etc. She concluded this section of her report by addressing the work the ISC Steering Committee and APHA staff have done to assist struggling Sections rebuild their infostructure.

Ms. Atkinson then discussed the history of the moratorium on adding any additional member units. She then shared the list of groups waiting to be added as an APHA member unit. Topics range from adolescent and young adult health to public safety and criminal justice to rural health. Ms. Atkinson then shared information related to elected position vacancies and the ISC topical groups. There are currently 7 topical groups each receiving 1 scientific session at the Annual Meeting, 1 webinar annually, and 1 online community, and an ISC Steering Committee member is assigned to each group. Ms. Atkinson concluded her presentation by provide the board with a matrix outlining the benefits Forums and Topical Groups receive.

At the conclusion of her report, Ms. Atkinson opened the floor for discussion. The board then had a dynamic conversation regarding the presentation. Hearing no more comments, Ms. Cariou thanked Ms. Atkinson for her report.

Ms. Cariou then made concluding remarks highlighting the deadline for submitting executive board committee reports as well as the process for submitting nominations for chair and vice chair of the executive board for 2023 – 2024.

There being no further business before the board the chair called for a motion to adjourn. The motion was moved and seconded and hearing no discussion, the chair called for a vote. The motion to adjourn was approved by acclamation.

The next meeting of the Executive Board will take place on November 9-10, 2023, in Atlanta, Ga.